

## Analyzing Conceptual Metaphors in Beauty Cream Advertisements: A Corpus-Based Study

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### ABSTRACT

*This study aimed to investigate how Pakistani beauty cream advertisements use conceptual metaphors. For this purpose, 510 ads for beauty creams were collected from a variety of websites and platforms, such as social media, brand websites, and online platforms like Amazon and Daraz. Advertisements in English were the only ones that were taken into consideration. The targeted corpus consisted of the descriptions of these advertisements. For analyzing the data, Sketch Engine was used. Lakoff and Johnson's (1980) Conceptual Metaphor Theory (CMT) followed as the theoretical framework. Identifying the most frequently occurring keywords in beauty cream advertisements, finding the conceptual metaphors used in these descriptions and examining the underlying linguistic devices in these advertisements were the objectives of the study. A review of the literature was used to explain the importance of conceptual metaphors. The data was examined using both qualitative and quantitative research techniques, and the findings were presented in tabular form. According to the survey, 30 keywords are frequently used in beauty cream advertisements which indicate that cosmetics particularly those advertised as hydration, radiance, anti-ageing and fairness creams are the main focus. Furthermore, the study also investigated how conceptual metaphors that emphasize ageing and beauty, like "Beauty is Light" and "Youth is Beauty," are used. The advertisements also contained linguistic devices such as personification, hyperbole, and metaphors.*

**Keywords:** Metaphors, Corpus, Language, Beauty Creams, Advertisements

### INTRODUCTION

Language is created by humans using their creative abilities, which include the capacity to speak and comprehend the language's meaning. Because they cannot ask questions or provide information to others without language, and because misunderstanding might happen between them, this essence plays a crucial role in communication and the delivery of information to other members of society. Language is therefore a crucial component of human existence. Language is used for debate, communication, and information gathering. Although there are thousands of languages spoken in the world today, thousands more have been spoken in the past, and thousands more will be spoken in the future. Fernandez, P. (2021) claimed that all languages are remarkably similar. It is accurate to say that all languages are the same. Simply put the spelling and grammar have a different structure. It is crucial to use the language appropriately as a result. Particularly when they have to comprehend what the context means. The rapid progress of globalization and commercialization in the world today has made advertising an essential part of daily life. The market's language of existence has always been advertising. For companies, the most common and

effective way to market and sell their products is through advertisements. The everyday lives of people are infused with advertising. Every day, a lot of commercials are heard or seen by everyone. An individual beauty brand's market share has an important effect on the effectiveness of its advertising. Advertisements are considered by manufacturers to be one of the most effective "weapons" for growing their market and promoting their goods. Manufacturers can control attitudes and social values, boost revenues, and regulate attitudes through advertising. It also has a significant influence on how individuals live. Additionally, advertisements have an impact on our language, society, and mental state. An advertisement is an ideologically charged kind of media discourse that incorporates language and social contexts. Advertisements are also considered the most effective and widespread means of advertising used by companies to market and sell their goods, and they play a significant role in our daily lives (Kelly,2016). Businesses use it to spread the word about a new service, increase brand awareness, and bring in potential clients. There is no denying that we live in a society where commercials are everywhere. Whether they are on TV, in stores, on roadways, or online, they are always noticeable to everyone. Because of this, people are constantly faced with posters that inspire them to think about what they desire, require, or cannot live without. Establishing a relationship between the advertiser, who is presenting the brand, and the target audience, who is presenting the customers, is one of the objectives of mass media marketing. Advertising is emerging as a modern communication framework to help businesses achieve their advertising goals.

Jenkins (1996) believes that the most convincing messages for potential consumers are those found in commercials. In our day-to-day interactions, communication may occasionally break down in advertisements if we don't express ourselves clearly. The purpose of advertisements is to evoke interest in viewers by acting as an active advertising tool. The use of metaphorical language is one of the various techniques employed in advertising to increase their level of interest. A metaphor is a form of speech in which two unfamiliar items are directly compared to one another (Gibbs, 1992). It forces the reader or listener to understand what we are saying to understand the advertisement's message. However, there will be a misunderstanding or incorrect interpretation of the text's meaning if the reader doesn't understand what we have written in our literary work or another text in the media. Manufacturers utilize advertisements as one of the most effective and widespread methods to market and sell their products. Traditionally, ladies used to make up their faces with mud, clay, and other natural and traditional cosmetics. To enhance their looks and get the perfect look, women of today choose to wear makeup from well-known companies. According to Hidayat et al. (2020), women who aspire to seem stunning, strong, and powerful have led to a rapid growth of cosmetics manufacturers to suit their need for beauty products. Advertisers employ a variety of strategies to get consumers to buy their target products, including requesting celebrities to promote their goods, exaggerating the benefits of their offerings, and creating captivating slogans that are compelling and use rhetorical devices like puns, alliteration, metonymy and metaphor. Throughout the past 50 years, a large body of academic research has documented how metaphors have become prominent in advertising discourses. Compared to direct literal advertising, metaphoric advertising has been viewed with different positive roles (McQuarrie & Mick, 1996; Moriarty, 1987; Ton car & Munch, 2001, among others). According to Bai (2018), a beauty advertisement is a type of advertisement that tries to persuade people to buy beauty products by providing them with information. As the study states, to be appealing and persuasive, the language used in beauty commercials is typically brief, useful, fascinating, and ambiguous. Adjectives like silky, soft, smooth, healthy, clean, and so forth are frequently used in cosmetics commercials, which is one of its salient features (Bai,2018). The world is flooded with advertisements for beauty creams. Advertisers utilize each strategy available to them, including enlisting celebrities to promote their goods, blowing up the benefits of their offerings, and creating attention-grabbing slogans that are compelling and employ rhetorical devices like metonymy, alliteration and metaphor (Kelly,2016). As stated by Pilátová (2015), "Messages used in advertising need to be concise and creative to be remembered because our mind often works with stimuli from visuals,

such as pictures, colours, and letters, and only then with words, letters, and messages. "Metaphor is a unique class of language operations that "conveys" or transfers characteristics of one object into another, with the second object believed to be the original. Cultural practices, shared experiences, and symbols serve as tools in the understanding of metaphorical declarations. Pakistani social media advertisements use culturally relevant metaphors to reach the target audience. Every cultural setting's common values, beliefs, and customs serve as the foundation for metaphor's powerful influence. According to Lee and Yoo (2012), the usage of culturally relevant metaphors by advertisers can influence the target audience's view and be essential to their comprehension of metaphorical language.

Although the "objects" in a metaphor may change, the general mechanism of "transfer" stays the same, giving rise to a variety of various types of metaphors (Hawks, 1998). According to Rhetorical, Third Book, 1406 (A), cited by Hawks, 1998:22, a metaphor is a type of "addition" to the language, like "giving spices to the meat. "Recent studies suggest that metaphor affects our thinking, reasoning, and behaviour by playing a major part in cognitive processing. The statement "Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature" was first used by Lakoff and Johnson (2003). It is possible that Lakoff and Johnson were the first to acknowledge the significance of metaphor in daily life and interaction. There are many different types of metaphors all around us: in books, movies, newspapers, and conversations. These metaphors are employed to structure and make sense of abstract domains and phenomena like time, love, and beauty if theorists like Kövecses, Lakoff, and Johnson are correct. By offering readers or viewers different metaphorical interpretations of these areas, the media can be a significant tool in this process. Advertising metaphors are a powerful and captivating method that not only enhances the message of the text or image but also creates numerous possibilities of interpretation. Metaphoric advertising is a communication strategy that uses attention-grabbing techniques to evoke favourable emotions and even physical reactions in consumers to convey messages, whether they are abstract or tangible. One of the first things Kövecses lists when talking about the non-linguistic insights of conceptual metaphors is advertisements. Advertisements are one of the main contexts for conceptual metaphors. The degree to which the image and/or words used in an advertisement successfully elicit the feeling that consumers are trying to get at is a measure of the commercial selling power. A well-chosen metaphor has the potential to significantly increase sales.

A conceptual metaphor is a more effective way to convey abstract concepts and ideas that are meant to be understood (Reddy, 1979). The theory of conceptual metaphors (CMT; Lakoff and Johnson, 1980) describes how one idea (like "darkness" or "life") is conceptually understood in terms of another idea (like "a cover" or "a journey") in the metaphors. Quan and Joe (2020) differentiated the influential roles that conceptual metaphors play in product advertisements by breaking down the metaphors into three smaller categories: structural metaphors that are more systematic, image schemas that lead to orientation metaphors, and ontological metaphors that enhance the concepts in advertising. Even though translated versions of advertising slogans and taglines have garnered attention due to their positive roles in convincing consumers, not as many theoretical research projects have attempted to draw metaphorical connections between product advertising and its embedded meanings as in previous years. Audio, visual, and linguistic information are the three forms of information that makeup advertisements. Typically, the brand is advertised through the combined use of text, visuals, and music. The writer believes that knowledge conveyed through language is more accurate.

Over the last fifty years, a large amount of scholarly work has observed the prominent characteristics of metaphors in advertising discourses. Metaphoric advertising has been discussed with its positive roles in an alternative manner than direct literal advertising (McQuarrie & Mick, 1996; Moriarty, 1987; Toncar & Munch, 2001, among others). Metaphoric advertising is a communication technique that uses pleasant emotions and even physical activities that attract consumers' attention while conveying information, whether the contents are abstract or apparent. Many kinds of metaphors, such as gender, visual,

conceptual, and multimodal metaphors, are employed in advertisements. Only conceptual metaphors are the focus of the current study; these metaphors are examined completely in the literature review section. By using metaphors, the advertisements help the audience remember and comprehend them better. Through their ability to influence viewers' cognitive processes, metaphors might compel people to consider the advertisement's message differently, therefore encouraging their creativity. According to Morgan and Reichert (1999), the majority of advertisers have employed metaphorical language as a powerful promotional tool to sell their products and produce captivating advertisements. A conceptual metaphor is a better way to convey abstract ideas and concepts that are meant to be conveyed (Reddy, 1979). The effectiveness of advertising is particularly important since advertising discourse is a basic language communication method used in business, creating significant connections between linguistic characteristics and business objectives (Chen, 2016). More significantly, conceptual mechanisms which are shaped by the form and process of conceptual metaphor play essential roles in our thoughts and actions in an important way that changes in marketing philosophy are closely connected to the metaphor that serves as the cognitive foundation for marketing concepts (Chen, 2013).

### **Research Objectives**

- To find out the most frequently occurring keywords in beauty cream advertisements
- To investigate the conceptual metaphors, present in beauty cream advertisements by employing a corpus-based approach
- To understand the underlying linguistic devices and metaphorical language used in these advertisements

### **Research Questions**

- What are the most frequent keywords used in advertisements for beauty creams?
- What conceptual metaphors are commonly used in beauty cream advertisements?
- How do the underlying linguistic patterns and metaphorical language in beauty cream advertisements shape and reinforce perceptions of beauty?

### **Significance of the Study**

The purpose of this study is to interpret the message behind the ads for beauty creams. Additionally, it adds to the field of linguistics both theoretically and practically, especially in the area of conceptual metaphor analysis. This study also evaluates and explains how the concepts and metaphors are perceived. The researcher will concentrate on the conceptual metaphors to analyse the beauty cream advertisements. Advertising for beauty creams is one item that could convey human emotions. This is why readers should take note of this most recent study, particularly ladies. The researcher hopes to clarify for the reader what conceptual metaphor analysis is by using the conceptual metaphor theory that was created by Lakoff and Johnson. By employing the conceptual metaphor theory in this work of writing, the readers can be helped to understand how to demonstrate and identify the meaning and messages found in the beauty cream advertisement. Considering that people often still find it difficult to comprehend the significance of these ads. Readers should have a better comprehension of metaphor analysis, based on the study.

### **LITERATURE REVIEW**

The Greek words "meta," which means above, and "herein," which means to change direction or redirect, are the sources of the metaphor. In metaphor, a comparison is inferred (Perrine, 1987). Without the use of comparison terms like, as, or comparable to, the meaning speaks directly to what is being compared to. Metaphors, like similes, highlight a thing's characteristics or add to what is being compared. To make the other thing seem more real in the addressee's imagination, the speaker can transfer the characteristics and associations of one object to another by employing a metaphor. A metaphor, then, expresses something that is not real. For instance: I'm in love with your diamond-like eyes (the comparison is made without the use of adjectives of comparison). Love is blind; the idea that love is blind is metaphorically expressed without the need for a comparison (Iqbal & Shah, 2024 & Perrine 1969). According to Abbasi et al. (2015), metaphors are the most significant kind of figurative language that incorporates a predisposition toward contrast. Lexically, a metaphor is defined as taking a term and replacing it with another; in other words, the poet employs a word because of its similarity with another word. The user of the word establishes it for its meaning as if he is applying for the sword, but moving forward the legs" (Dehkhoda, Vol. 2162). In 2021, Renata, Laurenzo, and Radi conducted research on the Lily by Tsana cosmetic product. The language employed by the ideologies was the main subject of the Lily by Tsana beauty product campaign. Gill & Khan (2021) claim that to frame the public's perception in a way that will support and sell skin-whitening creams (SWCs), ads for SWCs exploit beauty metaphors. (Parveen, Shah & Iqbal, 2023 & Barus P, 2021) conducted a qualitative investigation on the beauty notion in Pond's advertising. Hambur (2019) also looked into many beauty product taglines on social media. By definition, a metaphor is a kind of rhetorical method or motif "where a word or phrase denoting one kind of object or idea is used in place of another to indicate a likeness or analogy between them" (Merriam-Webster, n.d.). In the visual situation, the analogy is created by images instead of words or sentences. This enables the mental transfer of some aspects from one item to another (Kim, Baek, & Choi, 2012). According to Thibodeau and Boroditsky (2011), metaphors can be understood as unconsciously influencing everyone's thoughts and behaviour.

According to Kausar and Khan (2021), advertisements for skin-whitening creams often use beauty metaphors to shape consumers' perceptions, and advertisers use these metaphors to increase purchases. Grammar metaphors remain to be the only focus of that study. The goal of another study by Ali et al. (2023) was to determine how consumers were affected by straightforward and metaphorical (text and image) advertisements in terms of their effectiveness and psychological attractiveness. Participants in the study were 30 partners, comprising 10 male and 10 female students and 5 male and 5 female faculty members. According to the study, metaphorical advertisements are more appealing and compelling than straightforward ones.

Three categories of visual metaphor analysis are proposed by Forceville (2008) for both billboards and printed advertisements. The first subject's meaning is communicated through the employment of verbal metaphors in written language. It indicates that the word is fully textual and devoid of any associated images. A pictorial metaphor employs an image as the first element; no text or words are used to enhance the visual image. Billboards and printed advertisements are the typical locations where the idea of pictorial metaphor is employed. A verb-pictorial metaphor uses words and images together as the main topic of the presentation. It appears that research articles frequently analyse metaphors in advertising. Language scholars and advertising professionals discuss it. The first topics to be covered are indirect attempts at convincing in advertising, followed by visual and multi-modal metaphors, phases of understanding the metaphorical message, and key elements of advertising communication and parts from the advertising context. Because metaphors transport the viewer from one domain to another, the interaction between ads and metaphors functions very effectively. According to Kövecses (2010), "part of the selling power of an advertisement depends on how carefully chosen the conceptual metaphor is that the image and/or the words used in the advertisement attempt to evoke in people."



The metaphor "appears to enhance sales messages in a variety of ways: intangibles can be made tangible; the mundane can be made novel; and the unknown can be made more familiar," according to Boozer et al. (1991). All in all, a metaphor's constituent parts combine to create a powerful and persuasive advertising weapon. The subject of hidden attempts at persuading in metaphorical advertising is brought up by McQuarrie and Phillips (2005). In simple terms, they argue that "magazine ads that lead off with a direct verbal claim are rare in current advertising practice" (2005).

They use the brand Tide as an example to demonstrate this point. Tide is marketed with a picture of a blue sky that is associated with freshness rather than making an explicit claim that it cleans clothes (2005). Metaphor is also seen as a kind of indirect claim. This is so because a metaphor, specifically, compares two items and implies a connection between them and their respective domains (2005). Consequently, because they make the customer more open to receiving several, diverse, positive conclusions about the advertised brand, indirect advertisements including metaphors "may be more advantageous" (2005). Not to be overlooked is the fact that metaphors can be both visual and verbal.

Metaphors are characterized by their systematic nature. Put differently, when we use a metaphor, we are essentially transferring a way of thinking from one element to another. A portion of this conceptual system which includes qualities like brightness and energy, freshness and transience, giving way to summers and autumns before concluding in winter is loosely transferred to freshness in the quote "Youthfulness is the spring of life. "According to a new cognitive-linguistic view, thinking and the mind are conceptual and metaphorical processes. The conceptual metaphor, which distinguishes metaphor as more than merely a literary device, was initially developed by Lakoff and Johnson. It refers to the metaphorical quality that thought and the mind might develop (Rasekh-Mohannad, 2017). According to Lakoff and Johnson (1980), a limited number of experiential concepts form the basis of the human conceptual system. "Concepts that are directly derived from our experiences are defined independently of other conceptual domains. Since most traditional explanations of metaphor see it as only a language subject rather than an instrument that structures our mental framework and daily behaviours, the idea that metaphors might generate new realities is opposed to these ideas. Words can't change reality on their own, it is safe to suppose. Nevertheless, changing our conceptual framework influences how we see the outside world and how we act in response to it (Lakoff & Johnson, 2019).

Given that a conceptual metaphor differs from a linguistic metaphor, the most significant point of the conceptual metaphor is that metaphor is more than merely an aesthetic aspect of literary language; rather, cognition and thinking are metaphorically related. According to this idea, the formation of a conceptual construct is predicated on the mappings between different cognitive domains. In this context, mapping refers to the matching of distinct cognitive domain aspects that have been handled metaphorically (Iqbal & Sabiri, 2014 & Rasekh-Mohannad, 2017). An aspect of cognitive metaphor known as conceptual metaphor is believed to be present in the speaker's brain. We are not typically aware of the conceptual systems. This is what Lakoff calls the "cognitive unconsciousness" (Lakoff and Johnson (1980). Conceptual metaphor theory is predicated on the basic idea that language acts as a window into cognition and that cognitive structures and processes are partially reflected in language usage. This means that most of the time, rather than being found in language, the generalizations that support metaphorical language occur in cognition. Conceptual metaphor is the process of obtaining conceptual structures and representations from metaphorically understood language. It thus proposes conceptual mappings between two conceptual domains, thereby enabling metaphorical statements to be connected to underlying mental metaphors. Ansah. (2014) Through conceptual metaphor, the advertiser's valuable goal comes to the audience's attention and is maintained through the employment of verbal and pictorial forms as symbolic forms. Target and source are two domains, and Lakoff and Johnson propose a traditional conceptual relationship between them. As "conceptual domains," they are described. Evans & Green (2006) define the target domain as the domain being described, whereas the source is the domain utilized to describe

and provide context for the target. The target domain in the given example is "life," while the source domain is "journey." It is said that the idea of a "journey" is how "life" is perceived or defined. It should be mentioned that source domains usually come from our physical experiences rather than being chosen at random.

According to Kovacs (2013), The target domain is given structure through the utilization of the source domain's activity structure. We have an example of a conceptual metaphor from Knowles M. and Mour R. (2006) in their book "Introducing Metaphor." A product is money. They continue by elaborating on how money is involved in all of the strategies that banks employ today. These days, banks view their clients as actual consumers making purchases of goods. In this sense, banking has evolved significantly as we are no longer going to move into the banking hall and handle everything there in earning money, sending money, getting more, running out of money, etc. Nowadays, banking may be done from any location as long as communication is possible, including via a phone using mobile banking. The consumer can evaluate any kind of service or transaction using this form, no matter where they are. According to Mabeck and Oleson (1997), metaphors have the power to change the conceptual system in the human mind, changing the information, attitudes, and behaviours that the system produces. The human body (the focal point of the issue), health and illness (a good society, a sick mind), animals (He's a snake), economic transactions (e.g., save your energy), cooking and food (e.g., a recipe for success), heat and cold (e.g., an icy gaze), and animals are the most common forms of source domains. In Lakoff and Johnson's 1980 book *Metaphors We Live By*, the cognitive linguistic foundations of the conceptual metaphor theory (CMT) were established. Cognitive linguists supplemented and refined the original concepts of linguists who can be considered the fathers of this theory with more study, building on this foundational work. "I believe CMT is a theory that can provide powerful and coherent explanations for a variety of aspects of metaphor," the author states in the book's preface, attesting to the theory's viability. The phrase "conceptual metaphor" comes from this philosophy, which views metaphor as essentially a matter of thought even though it is realized through verbal expressions. This is because its mappings are intended to employ pre-linguistic imagery associated with the shared core of organized human experience regarding movement, time, space, social interactions, and other essential elements of experience. The supporters of this theory believe that cognitive mappings in the brain link to the mapping between conceptual domains because they have observed that different languages frequently use the same metaphors (Feldman and Narayanan (2004). According to Orton (1993), the central idea of Lakoff and Johnson's conceptual metaphor theory is that a metaphor emerges during the thought process. Two conceptual domains known as the source and the metaphor are connected by both the source domain and the target domain. The items, characteristics, or processes that make up the source domain are stored in memory and are connected both semantically and literally. Since the source domain is owned through ontological mapping, the target domain is typically more abstract and adheres to its structure. The term conceptual metaphor refers to this mapping. The lack of thorough investigation into the specific use of conceptual metaphors in beauty cream commercials and their impact on customer perceptions is a research gap in the study. A noticeable lack of targeted analysis has been observed about the use of conceptual metaphors in beauty cream adverts, despite prior research having looked at the impact of advertising and the use of metaphors in marketing communication. Without going deeper into the linguistic and conceptual elements of beauty cream advertisements, previous studies have mostly examined advertising methods in general or have concentrated on particular items, like skin-whitening creams. Additionally, while only a small amount of research has examined the linguistic and cognitive basis of conceptual metaphors and their frequency, nothing has been done to apply this theoretical framework to the analysis of real-world advertising discourse, especially when it comes to beauty products.

### **Research Gap**

Several research investigations were carried out in East Asian contexts regarding the creative and convincing power of metaphors in product advertising. Among other things, Bai (2016) investigated visual metaphors that can imaginatively and concretely communicate abstract and difficult ideas, especially before customers notice the true meaning of the advertised goods. This is made possible by visual metaphor advertising, which makes commercials clearer about their intended use, particularly for cosmetics with designated purposes and gives consumers the impression that they are having an authentic experience. By analyzing the three subcategories of a conceptual metaphor used primarily in spoken and visual English advertising. Quan and Joe (2020) also distinguished three subcategories of conceptual metaphors that are used in product advertisements to determine their effective effects. These subcategories include an image schema that leads the orientation metaphor, a conceptual metaphor that enhances the concepts in advertising, and a more systematic structural metaphor. At first, it was discovered that a structural metaphor is much more methodical than the other kinds since it shapes ideas from the source domain onto the target domain. Researchers discovered that a structural metaphor's cognitive characteristics indicate that its purpose is to emphasize particular terms within the targeted concepts, while simultaneously limiting and controlling the thoughts and actions of the public regarding the things being advertised. The research gap is a lack of corpus-based analysis that focuses specifically on conceptual metaphors in beauty cream advertisements a field that has received less attention than other kinds of goods. Furthermore, there is a lack of empirical research linking the advertising' use of metaphorical language to observable customer attitudes, behaviours, and perceptions. Studies that do exist frequently ignore how cultural context affects how these metaphors are understood in the beauty trade.

## **METHODOLOGY**

### **Research Design**

Both qualitative and quantitative methodologies are used in this study's mixed-methods research design. The qualitative method focuses on finding and analyzing linguistic devices and conceptual metaphors found in beauty cream advertisements. Using corpus linguistics, the quantitative method examines the frequency of keywords. This combination of techniques enables an in-depth understanding of how language influences the message in Pakistani beauty cream advertisements. The primary research instrument for this study is Sketch Engine, a corpus analysis tool that examines the linguistic data gathered from the beauty cream advertisements and helps in finding frequent keywords, collocations, and other linguistic patterns in the corpus. The theoretical framework for analyzing the metaphors in advertisements is Conceptual Metaphor Theory (CMT), which was developed by Lakoff and Johnson (1980). To explore conceptual metaphors in beauty cream advertising, this study uses a corpus-assisted methodology inside a qualitative research design. To find frequency in metaphorical language, the corpus-based approach makes it possible to systematically analyze huge amounts of data. About the Conceptual Metaphor Theory (CMT) developed by Lakoff and Johnson (1980), the study is placed within the framework of cognitive linguistics. CMT believes that metaphors are more than just rhetorical strategies; rather, they are a fundamental part of human cognition, impacting how individuals understand abstract ideas like beauty by projecting them onto more physical or accessible domains like purity or nature. Finding these conceptual metaphors and investigating how they affect consumers' opinions of beauty goods are the objectives of this research."

### **Material and Method**

A total of 510 beauty cream advertisements from a variety of websites, including social media, brand websites, and online platforms such as Amazon and Daraz, are used in this study. English-language advertisements were the only ones that were taken into consideration for the sake of linguistic uniformity.



Using Sketch Engine for quantitative analysis, a corpus-based methodology was used to examine the data. Qualitative analysis was implemented to interpret the use of personification, exaggeration, and conceptual metaphors in the advertisements.

### **Data Collection**

The following steps were involved in the data collection process:

#### **Selection of Advertisements:**

A total of 510 advertisements were chosen from well-known platforms, providing diversity in the advertisements while emphasizing the beauty creams that are available there.

### **Corpus Preparation**

The study's data was collected from a variety of websites associated with well-known beauty cream brands most commonly used in Pakistan. Along with selling apps, these included official brand websites and online advertisements from websites. A Notepad file with 510 advertisements comprising more than 20 thousand words was created using the text from the advertisements to ensure uniformity and consistency. A text file was made because Sketch Engine only works with text files. After that, the commercials were divided into groups according to criteria including brand, product category (such as moisturizers or anti-ageing treatments), and target market (such as age, gender, or both). The employment of metaphors in various beauty industry niches can be studied more closely thanks to this categorization.

**Table 1: Types of Beauty Creams**

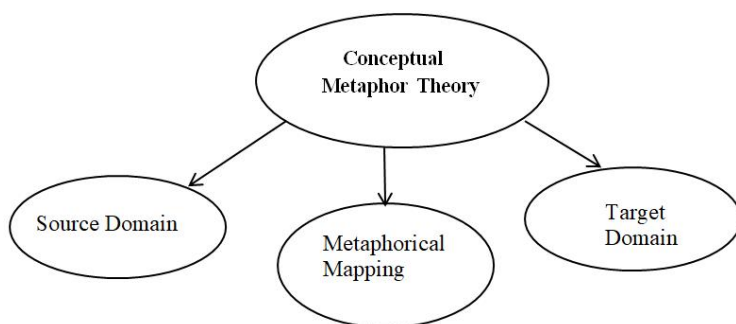
<b>No.</b>	<b>Brand</b>	<b>Product Name</b>	<b>Type</b>
1	Saeed Ghani	Husn-E-Yousuf Beauty Cream	Whitening, Moisturizing
2	Saeed Ghani	Sandal Beauty Cream	Whitening, Moisturizing
3	Saeed Ghani	Anti-Ageing Retinol Night Cream	Anti-Ageing, Moisturizing
4	Saeed Ghani	Vitamin C Brightening & Anti-Ageing Face Cream	Brightening, Anti-Ageing, Moisturizing
5	Saeed Ghani	Oil-Free Moisturizing Cream	Moisturizing
6	Saeed Ghani	Moisturizing Foot Care Cream	Foot Care, Moisturizing
7	Saeed Ghani	Whitening Skin Polish	Whitening, Exfoliating
8	Saeed Ghani	No Crack Foot Care Cream	Foot Care, Moisturizing
9	Saeed Ghani	Vitamin C Oil-Free Daily Moisturizing Gel	Moisturizing, Brightening
10	Saeed Ghani	Fruit Face Polish	Exfoliating, Moisturizing
11	Garnier	Skin Active Bright Complete Fairness Day Cream	Whitening, Brightening
12	Garnier	Moisture Rescue Refreshing Gel Cream	Moisturizing
13	Garnier	Botanical Rose Day Cream	Moisturizing
14	Garnier	Botanical Day Cream with Aloe Extract	Moisturizing
15	Garnier	Clearly Brighter Dark Spot Corrector	Brightening, Spot Treatment
16	Garnier	Ultra-Lift Anti-Wrinkle Firming Moisturizer	Anti-Ageing, Firming
17	Garnier	Wrinkle Lift Anti-Ageing Cream	Anti-Ageing
18	Garnier	Skin Active Light Complete Fairness Cream	Whitening, Brightening

19	NIVEA	Soft Moisturizing Cream	Moisturising
20	NIVEA	NIVEA Creme	Moisturising
21	NIVEA	Intensively Moisturizing Cream	Moisturising
22	NIVEA	Rich Nourishing Body Cream	Moisturising
23	NIVEA	Anti-Wrinkle Day Cream SPF30	Anti-Ageing, Sun Protection
24	NIVEA	Anti-Wrinkle POWER Firming Day Cream SPF15	Anti-Ageing, Sun Protection
25	NIVEA	ESSENTIALS URBAN SKIN DETOX NIGHT CREAM	Night Cream, Detoxifying
26	NIVEA	Aloe & Hydration Body Cream	Moisturizing
27	NIVEA	Q10 Skin Firming Body Cream	Anti-Ageing, Firming
28	Dove	Nourishing Body Care Pro Age Body Butter	Anti-Ageing, Moisturizing
29	Dove	Body Love Nourishing Care One Cream	Moisturising
30	Dove	Body Love Light Hydration One Cream	Moisturising
31	Dove	Cream Rich Nourishment Cream	Moisturising
32	Dove	Beauty Cream	Moisturising
33	Dove Men Care	Hydrating Body Cream	Moisturising
34	Dove	Rich Care Body Cream	Moisturising
35	Dove	Even Glow Body Cream	Brightening, Moisturising
36	Dove	Intense Care Body Cream	Moisturising
37	POND'S	White Beauty Super Night Cream	Whitening, Night Cream
38	POND'S	Age Miracle Night Cream	Anti-Ageing, Night Cream
39	POND'S	Hyaluronic Acid, Vitamin E & B3 Gel Moisturizer	Hydrating, Moisturising
40	POND'S	Anti-Wrinkle Face Cream	Anti-Ageing, Moisturising
41	POND'S	Light Moisturiser Cream	Hydrating, Moisturising
42	POND'S	Super Light Gel	Hydrating, Lightweight
43	POND'S	Glow Up Cream Pink Crush	Brightening, Moisturising
44	Glow & Lovely	Multivitamin Cream	Whitening, Brightening
45	Glow & Lovely	Hydra Glow Rose Enrich Serum Cream	Brightening, Hydrating
46	Golden Girl	Soft Touch Multivitamin Skin Whitening Cream	Whitening, Skin Care
47	Golden Girl	Butane Night Cream	Whitening, Night Cream
48	Golden Girl	New-Diamond Glow Cream Bleach	Whitening, Skin Care
49	Golden Girl	Whitening Bleach Crème Jumbo	Whitening, Skin Care
50	Golden Girl	Whitening Crème Bleach Salon	Whitening, Skin Care
51	Golden Girl	Peach Bleach Crème Giant Pack	Whitening, Skin Care
52	Golden Girl	Vitamin E Cream	Moisturising
53	Golden Girl	Cold Cream	Moisturising
54	Golden Girl	Soothing Cream	Soothing, Skin Care
55	Golden Pearl	Golden Pearl Beauty Cream	Whitening, Skin Care
53	Golden Girl	Cold Cream	Moisturizing

### Theoretical Framework

The idea of conceptual metaphor within the theoretical framework of metaphor, as presented by Lakoff and Johnson in "Metaphors We Live By," will serve as the study focus. This theory recognizes metaphor's vital role in language and cognition as well as its cognitive importance. Through the use of this framework, the study seeks to identify the conceptual metaphors that underlie marketing for beauty creams and comprehend how they affect customer perception. To address the first study question, which concerns conceptual metaphor identification, Sketch Engine was chosen due to its strong linguistic analytic capabilities. Once the corpus was uploaded, it was arranged into categories on the platform, with each advertisement being tagged with information about its brand, product kind, and publication year. Words associated with youth, beauty, and skin were the main emphasis of the Word Sketch Tool's collocation and frequent word pattern identification procedure. With the help of the Concordance Tool, which allows one to view metaphorical terms in context, these patterns served as an initial indicator of metaphorical language. Concepts like youth, energy, and cleanliness were figuratively represented by terms like "glow," "renew," and "purify," among others. These representations will be analyzed.

**Figure 1: Lakoff and Johnson (1980)**



### Conceptual Metaphor Theory's Key Elements;

Conceptual metaphors are common because they are utilized in everyday life, such as in radio, broadcasting, and casual conversation, in addition to being employed in specific genres. The concepts of the source domain (concrete form) and the target domain (abstract form) are comparable in that they are taken literally, while the concepts of the target domain are taken figuratively (Lakoff and Johnson, 1980).

### Identification of Conceptual Metaphors

A systematic and theory-driven methodology was employed to find conceptual metaphors in the corpus. The research aimed to determine how more physical domains like purity, nature, and evolution serve as metaphorical vehicles for abstract ideas like youth, beauty, and skin health. This was achieved by drawing on Lakoff and Johnson's (1980) Conceptual Metaphor Theory. First, lists of frequently occurring words associated with skincare and beauty were produced using Sketch Engine's Frequency Tool. To find reoccurring metaphorical expressions, these frequently used terms and their collocates were investigated. Terms such as "radiance," "glow," and "renewal," for example, were found to be metaphors that associate beauty with light or rebirth. The larger context in which these metaphors emerged was analysed using concordance lines to make sure their application matched the theoretical guidelines for conceptual metaphors. Metaphor identification criteria include identifying mappings between a source domain (like nature or light) and a target domain (like beauty or youth). The metaphor was then categorized based on its unique conceptual structure (like 'BEAUTY IS LIGHT').

## Sampling Technique and Size

The current study's sample was chosen using a convenient sampling technique. Data was randomly gathered from beauty cream websites. This presented the essential information in a timely and efficient way. The researcher has chosen 510 advertisements for the most common beauty items in Pakistan as the sample size for the corpus. 19927 words make up the corpus chosen for this investigation.

## Examples From Original Websites

Figure 2: Saeed Ghani Retinol Night Cream

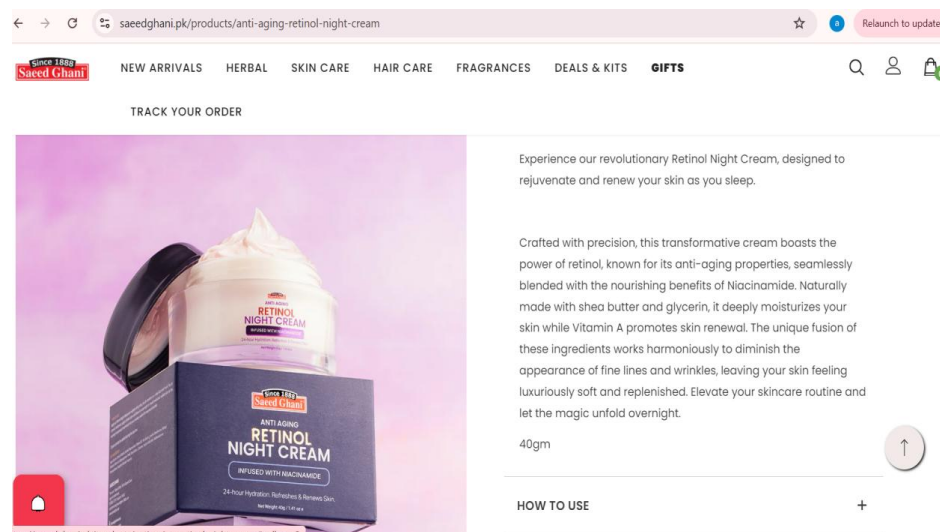


Figure 3: Glow and Lovely

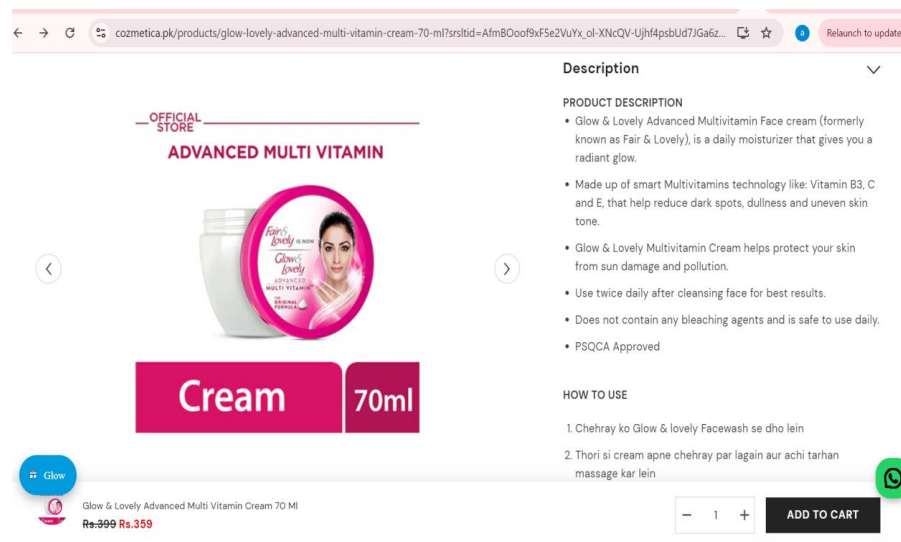
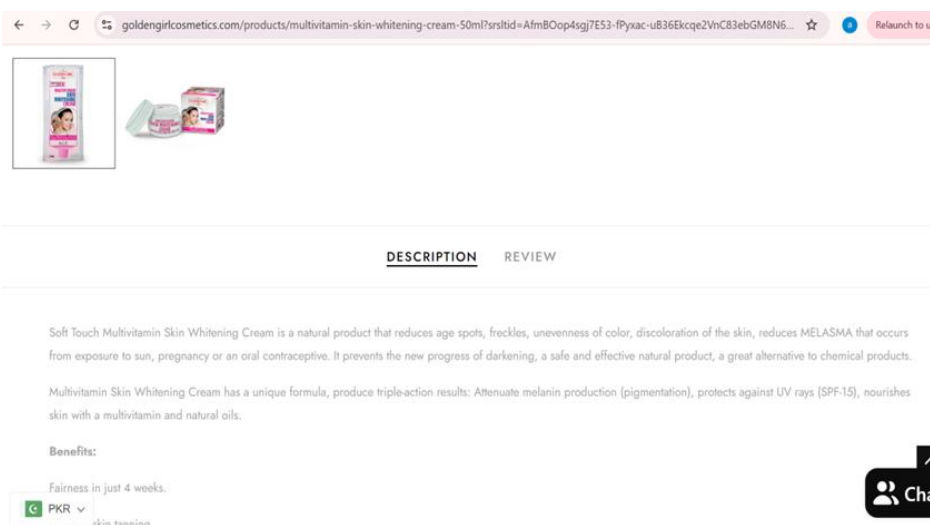


Figure 4: Golden Girl Beauty Cream



## Metaphor Analysis

The metaphor analysis improved greatly from a few of Sketch Engine's main features. To investigate the grammatical and collocational connections between important metaphorical keywords and other words in the corpus, the Word Sketch Tool was used. As an illustration, the tool showed that the keywords "glow" and "natural," "radiant," and "effortless" commonly appeared together, supporting the metaphorical relationship between beauty and light. A lot of work was done using the Concordance Tool to see metaphorical terms in context, which gave insight into the development and communication of metaphors in whole advertisement texts. With the use of this technology, one may find patterns in the usage of metaphors, such as if anti-ageing advertising used a particular metaphor more frequently than those promoting moisturising products. We used Sketch Engine's frequency and keyword extraction tools to process the data. Here's exactly how it worked: Preparing the Corpus: Almost a corpus of 510 advertisements of beauty creams in Pakistan was made in a notepad file including slogans, descriptions, and advertising materials. Frequency Calculation: Sketch Engine listed the words according to how frequently they occurred after calculating the frequency of each term used in the corpus. Although they don't contribute to the text's overall content, stop words—common functional phrases like "the," "and," etc. were also counted but not given special attention. An analysis was made using the total number of words in the dataset to determine the average frequency, or percentage, of each keyword. According to the complete text, this percentage shows how frequently every word appeared.

## RESULTS & DISCUSSIONS

In a corpus of 510 Pakistani beauty cream advertisements, the top 30 keywords are thoroughly analysed as in the table. A successful tool for linguistic and textual data analysis, particularly for keyword frequency and collocation, was Sketch Engine, which was used for this analysis. Identifying the keywords that appear most frequently in advertisements for skincare and beauty creams was the aim of this study. Understanding the essential language elements that are frequently used in the advertising and marketing of these kinds of goods enables us to gain insights into customer attraction techniques. Sketch Engine analysis of a corpus of Pakistani beauty cream advertisements produced the 30 most frequently occurring words, which are displayed in a table. Revealing an understanding of each keyword's relevance and frequency in the context of skincare and beauty cream advertisements.



## Discussion on Question 1

### 1. Cream (4.77%), with 870 mentions

Considering the focus of the corpus, which is a variety of beauty creams, the term "cream" is most frequently used. The Pakistani beauty market is dominated by cream-based skincare items, as demonstrated by its elevated frequency. Products such as creams are advertised as anti-ageing, hydration, fairness, and glowing looks.

### 2. Skin (813 mentions, 4.45%)

The word "skin" appears more frequently, highlighting the focus of the advertisements on skincare goods. This illustrates how beauty creams are made to enhance the texture, health, and look of the skin. The phrase frequently suggests additional features like "fair skin," "radiant skin," or "healthy skin."

### 3. And (744 mentions, 4.08%)

Even though "and" is a useful word, its frequent usage suggests that lists of the creams' qualities, benefits, or elements might appear in many advertisements. The phrase links different claims made regarding certain characteristics of the item, like "moisturises and brightens skin."

### 4. Beauty (277 mentions, 1.52%)

The message of these advertisements revolves around the word "beauty". It is frequently utilized in product names and slogans, such as "beauty cream" or "enhance your beauty." The industry's focus on improving appearance is highlighted by the word's frequent use.

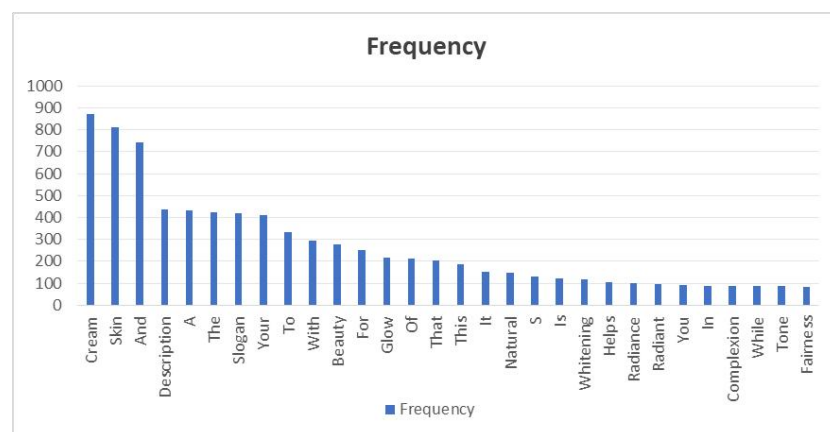
### 5. For 251 mentions, 1.38%

When emphasizing the objective or audience for an item, the word "for" is frequently used. Phrases that express the specific advantages of the cream, such as "for radiant skin," "for all skin types," or "for a brighter complexion," are commonly used.

### 5. Glow (1.18 percent, 216 mentions)

An essential word in beauty advertisements, "glow" indicates brightness and vibrancy. The statement highlights the attractiveness of skin-enhancing beauty creams, which are highly sought after in every aspect of beauty.

**Figure 5: Keyword-Frequency Graph**



## **Discussion on Question 2**

### **Conceptual Metaphor Theory**

Conceptual Metaphor Theory (CMT), which was first written by cognitive theorists George Lakoff and Mark Johnson in 1980 and is considered a classic, says that metaphors are more than just words; they have roots in how people think and understand. According to this theory, people understand abstract concepts by mapping them onto more concrete, familiar domains of experience. For instance, abstract concepts like time, love, or beauty are understood through more tangible ideas like space, war, or light, respectively. These conceptual metaphors shape how we think, speak, and behave, often without conscious awareness. Conceptual metaphors are important in the way brands convey ideas of youth, attractiveness, and healthy skin to consumers in the framework of skincare and beauty creams. Marketing language makes use of cultural and societal norms by using metaphors like "Beauty is Light" or "Youth is Beauty," which affects consumer choices and opinions. These metaphors structure our views of beauty and ageing, impacting how we think about personal appearance and self-care. They are more than just rhetorical strategies. This study examines how conceptual metaphors are used in beauty cream advertisements. These metaphors express underlying cultural views about youth, beauty, and skin care in addition to influencing how products are perceived by consumers. Every metaphor presents beauty-related concepts in a way that attracts customers, frequently affecting their choices of products and their opinions about them. In beauty creams, the conceptual metaphors used are:

#### **1. "Beauty is Light"**

Saeed Ghani's Husn-E-Yousuf Beauty Cream and Garnier's Skin Active Bright Complete Fairness Day Cream are two such products.

By connecting beauty to brightness or fairness, this metaphor suggests that the ideal skin tone is lighter or more radiant. This is a strong social construct, particularly in cultures where status in society is often linked with fairness. It implies that dullness or darkness needs to be enhanced or improved. Much of the cosmetic industry, particularly the products promoted as skin whiteners or brighteners, is influenced by this metaphor.

#### **2. "Youth is Beauty"**

Garnier's Ultra-Lift Anti-Wrinkle Firming Moisturizer and Saeed Ghani's Anti-Ageing Retinol Night Cream are two such products that use this metaphor. By claiming that beauty declines with age, the metaphor portrays youth as being equivalent to beauty. It feeds demand for anti-ageing products by appealing to people's concerns about ageing and desire to seem young. The idea is that ageing should be resisted because it reduces beauty and makes people think negatively about getting old.

#### **3. "Moisture is Healing"**

NIVEA's Rich Nourishing Body Cream and Saeed Ghani's Sandal Beauty Cream are two such products. By understanding moisture as a healing agent, this metaphor frames dryness as damaging or harmful. Maintaining the health of the skin implies that skin must be moisturized continuously, and any lack of it is shown as a serious issue which demands quick attention. This metaphor presents moisturizing products as necessary for healing and repair, emphasizing their significance in skincare routines.

#### **4. "Skin is a Surface to be Replenished"**

This metaphor is used in Garnier's Moisture Rescue Refreshing Gel Cream. This metaphor portrays the skin as a surface that needs constant hydration and rejuvenation. To sustain skin health, it shows that the

skin must be regularly refreshed because it is exposed to decay and damage. This encourages the use of creams and treatments. This leads to a feeling of dependency on products to keep the skin looking healthy.

#### **5. "Ageing is Damage"**

Garnier's Wrinkle Lift Anti-Ageing Cream and Saeed Ghani's Anti-Ageing Retinol Night Cream use this metaphor. According to this metaphor, ageing is a type of damage or loss that affects the skin. It gives a feeling that wrinkles and other noticeable ageing symptoms are problems that must be repaired, which reflects an adverse effect on the natural ageing process. Furthermore, it reinforces the idea that anti-ageing products can stop or reverse ageing.

#### **6. Beauty is Hidden**

Saeed Ghani's Fruit Face Polish and Whitening Skin Polish. This metaphor indicates that beauty is something that is hidden under the surface and just has to be revealed. The idea underlying it is that by eliminating layers of imperfections, such as dead skin or pollutants, exfoliating or polishing products reveal genuine beauty. It emphasizes that beauty must be discovered through continuous skincare efforts rather than being inherited.

**7. "Fairness is Beauty"** (Glow & Lovely Multivitamin Cream), Garnier (Skin Active Bright Complete Fairness Day Cream).

This metaphor reinforces the cultural faith that fair skin is superior by directly linking fairness or lighter skin tone to attractiveness. By attracting consumers who want a lighter complexion, products that use this metaphor in their advertisement reinforce colour discrimination and the view that people with darker skin tones are less attractive.

#### **8. "Moisture is Protection"**

NIVEA's Soft Moisturizing Cream and Saeed Ghani's Oil-Free Moisturizing Cream are two examples of this metaphor. This metaphor portrays moisture as a barrier that protects the skin from damage, including dehydration and external factors. Moisturizing products are emphasized as being important to skin protection and health maintenance since they indicate the skin is vulnerable to damage in the absence of sufficient moisture.

#### **9. "Spots are Shadows"**

Garnier (Clearly Brighter Dark Spot Corrector) is one example. This metaphor compares dark spots with shadows, indicating that they block the skin's natural attractiveness and brightness. Spot correctors aim to remove these shadows and bring back the skin's brightness and purity. This emphasizes the idea that imperfections or blemishes decrease beauty.

#### **10. "Smoothness is Perfection"**

Rich Nourishing Body Cream from NIVEA and Rich Care Body Cream from Dove are products that contain this metaphor. According to this metaphor, having flawless skin is the same as being perfect. A perfectly smooth surface is preferred, and rough or uneven skin is considered a flaw. This is why nurturing and moisturizing lotions are used to make sure the skin is free of issues like texture or dryness.

#### **11. "Detoxification is Renewal"**

NIVEA's Essentials Urban Skin Detox Night Cream is an example. Analyzing the metaphor, detoxification is considered a rejuvenating or regenerating process. It implies that the body and the skin both acquire toxins that need to be removed for the skin to renew and look new.

### **12. "Youth is Firmness"**

NIVEA (Body Firming Q10 Cream). This metaphor compares youth with firm skin. On the other hand, saggy or loose skin is considered a symbol of age. More tight skin is an essential sign of youth, thus products that claim to tighten the skin are taking advantage of people's desire to look young.

### **13. "Glow is Health"**

Golden Pearl (Golden Pearl Beauty Cream), Dove (Even Glow Body Cream), and "Glow is Health" is a metaphor that compares general health and enthusiasm to a radiant complexion. It suggests that one's outside look is a reflection of their inner health, promoting healthy skin to a symbol of a healthy lifestyle. Because obtaining a glow is seen as a sign of good health, this stimulates the market for products that promise brightness.

### **14. Wrinkles are Damage"**

One example would be POND'S (Creamy Face Anti-Wrinkles). Rather than being a normal aspect of ageing, wrinkles are gently presented as indicators of damage. According to this point of view, the desire for smooth, youthful skin remains strong by encouraging the use of goods that claim to "repair" or "prevent" wrinkles and supporting negative views toward wrinkles.

### **15. "Nourishment is Beauty"**

Dove (Cream Rich Nourishment Cream) and Golden Pearl (Golden Pearl Beauty Cream) are two examples.

According to this metaphor, improving skin health is equivalent to improving attractiveness. It means that nourishment is necessary for the skin to look beautiful, just as the body needs nutrients to be healthy. So, nourishing products are marketed as necessary for maintaining and improving one's beauty, encouraging consistent skincare routines that nourish and hydrate the skin.

## **Discussion on Question 3**

**Table 2: Types of Conceptual Metaphors in Beauty Creams**

<b>No</b>	<b>Brand</b>	<b>Product Name</b>	<b>Conceptual Metaphors</b>
1	Saeed Ghani	Husn-E-Yousuf Beauty Cream	"Beauty is Light", "Skin is a Surface to be Replenished"
2	Saeed Ghani	Sandal Beauty Cream	"Beauty is Light", "Moisture is Healing"
3	Saeed Ghani	Anti-Ageing Retinol Night Cream	"Youth is Beauty", "Ageing is Damage"
4	Saeed Ghani	Vitamin C Brightening & Anti-Ageing Face Cream	"Beauty is Light", "Youth is Beauty"
5	Saeed Ghani	Oil-Free Moisturising Cream	"Moisture is Protection", "Moisture is Healing"
6	Saeed Ghani	Moisturising Foot Care Cream	"Moisture is Healing", "Dryness is Damage"
7	Saeed Ghani	Whitening Skin Polish	"Skin is a Canvas", "Beauty is Hidden"
8	Saeed Ghani	No Crack Foot Care Cream	"Moisture is Healing", "Dryness is Damage"
9	Saeed Ghani	Vitamin C Oil-Free Daily Moisturising Gel	"Moisture is Protection", "Beauty is Light"

10	Saeed Ghani	Fruit Face Polish	"Skin is a Canvas", "Beauty is Hidden"
11	Garnier	Skin Active Bright Complete Fairness Day Cream	"Beauty is Light", "Fairness is Beauty"
12	Garnier	Moisture Rescue Refreshing Gel Cream	"Moisture is Protection", "Skin is a Surface to be Nourished"
13	Garnier	Botanical Rose Day Cream	"Moisture is Healing", "Skin is a Surface to be Nourished"
14	Garnier	Botanical Day Cream with Aloe Extract	"Moisture is Healing", "Skin is a Surface to be Nourished"
15	Garnier	Clearly Brighter Dark Spot Corrector	"Beauty is Light", "Spots are Shadows"
16	Garnier	Ultra-Lift Anti-Wrinkle Firming Moisturiser	"Youth is Beauty", "Ageing is Damage"
17	Garnier	Wrinkle Lift Anti-Ageing Cream	"Youth is Beauty", "Ageing is Damage"
18	Garnier	Skin Active Light Complete Fairness Cream	"Beauty is Light", "Fairness is Beauty"
19	NIVEA	Soft Moisturising Cream	"Moisture is Protection", "Smoothness is Perfection"
20	NIVEA	NIVEA Crème	"Moisture is Healing", "Dryness is Damage"
21	NIVEA	Intensively Moisturising Cream	"Moisture is Protection", "Moisture is Healing"
22	NIVEA	Rich Nourishing Body Cream	"Moisture is Healing", "Smoothness is Perfection"
23	NIVEA	Anti-Wrinkle Day Cream SPF30	"Youth is Beauty", "Ageing is Damage", "Protection is Strength"
24	NIVEA	Anti-Wrinkle POWER Firming Day Cream SPF15	"Youth is Beauty", "Ageing is Damage"
25	NIVEA	ESSENTIALS URBAN SKIN DETOX NIGHT CREAM	"Detoxification is Renewal", "Moisture is Healing"
26	NIVEA	Aloe & Hydration Body Cream	"Moisture is Protection", "Healing is Nourishment"
27	NIVEA	Q10 Skin Firming Body Cream	"Firmness is Youth", "Youth is Beauty"
28	Dove	Nourishing Body Care Pro Age Body Butter	"Youth is Beauty", "Moisture is Healing"
29	Dove	Body Love Nourishing Care One Cream	"Love is Care", "Moisture is Healing"
30	Dove	Body Love Light Hydration One Cream	"Moisture is Healing", "Lightness is Vitality"
31	Dove	Cream Rich Nourishment Cream	"Nourishment is Beauty", "Moisture is Protection"
32	Dove	Beauty Cream	"Beauty is Nourishment"
33	Dove Men Care	Hydrating Body Cream	"Moisture is Strength", "Protection is Vitality"
34	Dove	Rich Care Body Cream	"Moisture is Healing", "Smoothness is



			Perfection"
35	Dove	Even Glow Body Cream	"Beauty is Light", "Glow is Health"
36	Dove	Intense Care Body Cream	"Moisture is Healing", "Care is Nourishment"
37	POND'S	White Beauty Super Night Cream	"Beauty is Light", "Dullness is Deficiency"
38	POND'S	Age Miracle Night Cream	"Youth is Beauty", "Ageing is Damage"
39	POND'S	Hyaluronic Acid, Vitamin E & B3 Gel Moisturizer	"Moisture is Vitality", "Hydration is Health"
40	POND'S	Anti-Wrinkle Face Cream	"Youth is Beauty", "Wrinkles are Damage"
41	POND'S	Light Moisturizer Cream	"Moisture is Protection", "Lightness is Vitality"
42	POND'S	Super Light Gel	"Moisture is Vitality", "Hydration is Essential"
43	POND'S	Glow Up Cream Pink Crush	"Beauty is Light", "Glow is Health"
44	Glow & Lovely	Multivitamin Cream	"Beauty is Light", "Skin Clarity is Beauty"
45	Glow & Lovely	Hydra Glow Rose Enrich Serum Cream	"Glow is Health", "Hydration is Vitality"
46	Golden Girl	Soft Touch Multivitamin Skin Whitening Cream	"Beauty is Light", "Evenness is Perfection"
47	Golden Girl	Butane Night Cream	"Beauty is Renewal", "Moisture is Healing"
48	Golden Girl	New-Diamond Glow Cream Bleach	"Purity is Beauty", "Glow is Vitality"
49	Golden Girl	Whitening Bleach Crème Jumbo	"Whiteness is Beauty", "Darkness is Deficiency"
50	Golden Girl	Whitening Crème Bleach Salon	"Whiteness is Beauty", "Dark Spots are Imperfections"
51	Golden Girl	Peach Bleach Crème Giant Pack	"Purity is Vitality", "Glow is Health"
52	Golden Girl	Vitamin E Cream	"Nourishment is Care", "Softness is Comfort"
53	Golden Girl	Cold Cream	"Moisture is Protection", "Smoothness is Comfort"
54	Golden Pearl	Golden Pearl Beauty Cream	"Glow is Vitality", "Nourishment is Beauty"

## **Linguistic Devices in Beauty Creams Advertisements**

### **1. Metaphor**

In beauty cream advertisements, metaphor is the most common linguistic device that is employed to relate abstract ideas to more practical ones. Because they help customers understand the advantages of beauty goods in relevant terms, metaphors are both emotionally and commercially compelling. As in the case of

Saeed Ghani's Whitening Skin Polish or Garnier's Skin Active Bright Complete Fairness Cream, descriptions such as "Beauty is Light"

**For example**

**"Moisture is Healing"**(consider the Oil-Free Moisturising Cream by Saeed Ghani and the Soft Moisturizing Cream by NIVEA). This metaphor presents moisture as a healing or regenerative ingredient.

**"Ageing is Damage"** (referring to products like Garnier's Wrinkle Lift Anti-Ageing Cream and Saeed Ghani's Anti-Ageing Retinol Night Cream). This metaphor illustrates how ageing is seen as something negative that must be fixed or reversed. Promoting anti-ageing products as remedies for "damage" caused by ageing plays on people's fear of becoming aged.

## **2. Exaggeration**

Exaggerated statements that are intended to make a powerful impression but are not meant to be taken practically are known as hyperbole.

**For example,**

**Experience our revolutionary Retinol Night Cream**, designed to rejuvenate and renew your skin as you sleep". Calling the night cream "revolutionary" is a form of exaggeration, which boosts the product's benefits to suggest that it is innovative or highly effective. The wording implies that the cream can change your skin tone instantly, which might be an exaggeration used to raise customer expectations.

**Use of Saeed Ghani's Whitening Skin Polish** to "achieve that ethereal radiance".

The term "ethereal" is a hyperbole that implies that the product can give off a radiance that is nearly mystical or heavenly. By framing the product as essential to achieving beautiful, glowing skin, this dramatic language enhances the product's attractiveness.

## **3. Personification**

Personification is the process of providing inanimate things or abstract concepts with human-like qualities. This device is frequently used in advertising to describe products and show them as active contributors to the beauty routine.

**Example**

**Saeed Ghani Anti-Ageing Retinol Night Cream**, states that "the special fusion of these ingredients works harmoniously to diminish the appearance of fine lines and wrinkles. "The description gives the substances a human voice and indicates that they "work effectively," acting as if they were conscious agents working together to enhance the skin. This gives the perception that the product is a group of volunteers actively addressing skin issues.

**"Saeed Ghani Vitamin C Oil-Free Daily Moisturising Gel"** states that "vitamin C helps fight acne." The example indicates that Vitamin C is fighting acne, transforming it into a human condition, like a warrior. This sounds more energetic when applying the cream and communicates the product's effectiveness.

## **4. Vivid Imagery**

Vivid Imagery fascinates the senses and makes the benefits of the products easier for customers to comprehend. The goods may seem more attractive and desired when descriptive language generates a

sensory response.

**Example,**

**Saeed Ghani Moisturising Foot Care Cream** "leaves feet feeling soft and smooth".

By enhancing the sense of touch and enhancing the cream's attraction, the use of vivid imagery—which is described as "soft and smooth"—allows the customer to imagine themselves using the product.

**Saeed Ghani Vitamin C Brightening & Anti-Ageing Face Cream** states that "the lightweight, non-greasy texture gets absorbed into the skin instantly and locks in moisture. "A clear picture of the cream's texture—light, non-greasy, and quickly absorbed—is presented in the description. The visual representation lets the customer picture how the product might feel to use.

## **5. Euphemism**

Using gentle or indirect language to describe something that could otherwise be believed to be unpleasant or undesirable is known as euphemism. (POND's White Beauty Super Night Cream) "Dullness is deficiency" Rather than calling dull or lacklustre skin openly ugly, the advertisement presents it as a "deficiency," which sounds less judgemental. Customers are encouraged to use the solution to address the issue without feeling embarrassed or self-conscious about their skin's condition because of this.

## **6. Alliteration**

To create rhythm or emphasis in a text, alliteration involves repeatedly using consonants at the beginning of words that are close together.

**For Example**

"Pampered, protected, and perfected" is in the description of the NIVEA Rich Nourishing Body Cream. The description is more interesting and vivid because of the rhythmic flow produced by the repeating "p" sound. This approach highlights the advantages of the product while gently reinforcing the brand's concept.

## **7. Parallelism**

Repetition of similar grammatical patterns produces rhythm and balance in writing, improving the message's understanding and impact. This technique is known as parallelism.

**For example,**

The Golden Girl Cold Cream claims to "hydrate, nourish, and shield your skin from the effects of harsh weather."

By highlighting the product's several advantages and emphasizing how comprehensive its effects are, and it is the repetitive structure of the verbs "hydrates," "nourishes," and "protects" makes the product attractive.

## **8. Anaphora**

A word or phrase that is repeated at the start of consecutive clauses or sentences is known as an anaphora. It is used to give the text emphasis and rhythm.

**For Example:**

Saeed Ghani Whitening Skin Polish, "Leaves skin soft," It keeps skin feeling soft. Skin that glows after." The phrase "leaves skin" is used at the start of each sentence to emphasize the effects of the product and

to provide a rhythmic flow. This recurrence emphasizes all of the benefits of utilizing the product and makes the advertisement more recalling.

### **9. Assonance**

Assonance is a rhythmic or melodious sound produced by the repeating of vowel sounds within closely spaced words.

As an example, consider this statement from Saeed Ghani Fruit Face Polish: "Gently removes dark spots and imperfections from the skin while repairing the damaged layer, leaving the skin looking more youthful and elegant."

Words like "repairs," "damaged," and "layer" have a perception of fluidity and easiness because of the repeated "a" sound in them. The product sounds soothing and rejuvenating thanks to this music pattern, which also highlights how nice is the message behind the advertisement.

### **Consumers Perception**

Repetition, alliteration, and hyperbole are examples of linguistic devices that are employed to build memorable and compelling advertisements. To maintain standards of beauty, phrases like "Bright," "Radiant," "Glow," and "Youthful" are used repeatedly. Words like "Discover your inner glow" or "Achieve youthful radiance" indicate that beauty is something that is hidden and must be found by using the product. Consistently connecting fairness with beauty reinforces social norms, making customers believe that lighter skin is more attractive and valuable in society. Terms like "the ultimate solution for flawless skin" lead to people believe that beauty creams can make significant modifications to their appearances.

### **CONCLUSION**

The study discovered 30 keywords that are commonly used in advertisements for beauty creams. The top terms, "cream," "skin," and "and," highlight the primary emphasis on cosmetics, especially those that are marketed as hydration, radiance, anti-ageing, and fairness creams. The constant use of terms like "beauty" and "glow" is evidence of a society consumed with ideals of beauty, brightness, and skin tone. In Pakistani beauty advertising, creams are essential, as evidenced by the fact that the phrase "cream" was mentioned 870 times. This emphasis on creams reflects a market overflowing with skincare products which claim everything from hydration and fairness to reducing wrinkles and enhancing brightness. Similarly, to this, the word "skin" appears frequently (813 times), highlighting the focus on enhancing the skin's texture, look, and health—all of which are key elements of the advertising story for these goods. Although effective, words like "and" (744 times) indicate the usage of lists to promote various components or advantages of these creams, highlighting their complex effects. Moreover, the frequent usage of "your" (410 examples) implies a personalized approach in these commercials, addressing directly to the customer directly to build a connection and provide the sense that the product is customized to meet specific needs. Fairness is highlighted, which reflects the general cultural preference for lighter skin tones in South Asian beauty markets. Words like "radiance" and "glow" guarantee a glowing, youthful skin tone, which further reinforces the concept that brightness and light are intimately related to beauty. The purpose of conceptual metaphors in beauty cream advertisements was also investigated in the present study. Consumers can better understand abstract ideas by reflecting them onto more tangible, recognizable situations, according to the Conceptual Metaphor Theory (CMT). "Beauty is Light" and "Youth is Beauty" are two examples of metaphors used in beauty advertising to frame concepts of ageing and attractiveness. For example, "Beauty is Light" links beauty to brightness and fairness, frequently indicating that lighter skin is more beautiful. Ads for items like Garnier's Skin Active Bright Complete Fairness Day Cream and Saeed Ghani's Husn-E-Yousuf Beauty Cream frequently use

this metaphor, which reflects social standards that link fair skin with status in society. Similar to this, the phrase "Youth is Beauty," which is included in goods like Garnier's Ultra-Lift Anti-Wrinkle Firming Moisturizer, promotes the desire for anti-ageing treatments by associating beauty with a youthful appearance. Also, some linguistic strategies were found in beauty cream ads, such as personification, exaggeration, metaphors, and vivid imagery, all of which are used to increase the product's attractiveness and influence consumers. While hyperbolic phrases like "Experience our revolutionary Retinol Night Cream" exaggerate the product's benefits and indicate dramatic, nearly quick effects, metaphors like "Moisture is Healing" portray moisturizing goods as crucial for skin restoration. It is common practice to portray cosmetic products to give them human-like characteristics. For example, Saeed Ghani's Anti-Ageing Retinol Night Cream claims that its ingredients "work harmoniously" to minimize wrinkles. This gives the product the appearance of actively taking part in the skincare regimen, which increases its perceived importance and attraction.

### **Limitations**

- The study only analysed English-language beauty cream ads from select platforms, excluding ads in other languages and formats like TV or radio, which may limit the applicability of the findings.
- Focusing solely on beauty creams may not accurately represent the metaphorical language used across other beauty products or different industries.
- The study only consisted of 20k words and the total number of ads was 510.

### **Recommendations**

- Expand the Corpus to Different Media and Languages
- Use of Quantitative Measures: Integrating quantitative methods, such as surveys or experiments, could allow future researchers to assess how metaphors in advertisements influence consumer behaviour.
- Researchers can research comparative studies across different cultures. It can reveal how cultural norms and values influence the strategies of advertisements.
- Researchers can also conduct research on collocations and concordance analysis by using a sketch engine.

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